ORDER

€106970 · · · · Order / Rev: **Orders** 06855644 Alt Order #: Product Desc: BERKLEY FOR SENATE Estimate: 30S Flight Dates: 09/25/12 - 10/01/12 Primary AE: Amy McCreary Original Date / Rev: 09/24/12 / 10/02/12 Sales Office: BLPHI Sales Region: Order Type: **GENERAL** National Shorr Johnson Magnus Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 1831 Chestnut St. EOM/EOC 15% Philadelphia, PA 19103 Agency Commission: Berkley, Shelley for Senate Advertiser Name: New Business Thru:

Demographic: **Product Codes:**

Priority:

A35+

PLC01

SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN

Revenue Codes:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	57	\$34,400.00	\$29,240.00
10/01/12	10/01/12	13	\$9,100.00	\$7,735.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$34,400.00	\$29,240.00	0.00
October 2012	13	\$9,100.00	\$7,735.00	0.00
Totals	70	\$43,500.00	\$36,975.00	0.00

00:05:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	17%	\$43,500.00
Market	100%	\$255,882.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	37%	\$94,676.47
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$58,852.94
KTUD	0%	\$0.00
KVVU	20%	\$51,176.47
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,676.47

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
Ē	፤ 1	KSNV	09/25/12	09/28/12	Wake Up Early w/ Wake Up Early W	-	430a-5a	-TWT	:30	4	\$50.003	0.00 NM	4	\$200.00
		WAKE U	• ·	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						

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Page 2 of 5 Advertiser: Berkley, Shelley for Senate Order / Rev: 106970 Product Desc: BERKLEY FOR SENATE Alt Order#: 06855644 KSNV

30S

Estimate:

Flight Dates:

NEWS

09/25/12 - 10/01/12

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV		2 09/28/12	Wake Up Early w		430a-5a	-TWT		4	\$50.003	0.00 NM	4	\$200.00
WAKE	HD		Wake Up Early W	/agners								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/30/12	~TWT	4	\$50.00	0.00						
E 2 KSNV	10/01/1	2 10/01/12	Wake Up Early Wake Up Early W		430a-5a	M	:30	1	\$50.003	0.00 NM	1	\$50.00
WAKE	UP		wake op Lany	. Ligitoro								
	art Date	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$50.00	Rating 0.00						
E 3 KSNV			M-F 5-6a WakeU	w/Wa@M	\$50.00 5-6а	-TWTF	- :30	8	\$325.001	0.00 NM	3	\$975.00
			M-F 5-6a WakeU						·			•
WAKE	UP art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09		09/30/12	-TWTF	3	\$325.00	0.00						
E 4 KSNV	09/25/1	2 09/28/12	M-F 6-7a WakeU	_	6-7a	-TWTF	:30	6	\$650.001	0.00 NM	6	\$3,900.00
WAGN	IERS		M-F 6-7a WakeU	p w/vvagners								
<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09 Spot C)/24/12 h Date Ra	09/30/12	TWTF escription	6 Stan	\$650.00 <u>/End Time</u>	0.00	Weekdays	Leng	nth Rate	Rtg Type		
			1-F 6-7a WakeUp v				-TWThF		30 (\$650.0 0)			
	e MG 4.9	•	ELNOT AVAILABL	EDATE								
=			E] NOT AVAILABL <i>I-F 6-7a WakeUp v</i>				-TWThF		:30 (\$650.00)	0.00 <i>NM</i>		
Se	e MG 4.9	,4.10		-					, ,			
-			E] NOT AVAILABL I-F 6-7a WakeUp v				ThF		30 \$650.00	0.00 NM		
	G for 4.1,		in a fa trancop t	www.gnorora			1111		.00 4000.00	0,00 14101		
-		ate to Reinsta	-	uNMaanos6 7a			ThF		30 \$650.00	0.00 NM		
	v 09/2//1. G for 4.1,		l-F 6-7a WakeUp v	wwagnero-ra			and I (thence	•	.50 \$050.00	U.UU ININI		
		ate to Reinst	ate]	·					····			
E 5 KSNV	10/01/1	2 10/01/12	M-F 5-6a WakeU M-F 5-6a WakeU		5-6a	M	- :30	2	\$450.001	0.00 NM	2	\$900.00
WAKE	UP		W-F 5-0a Wakeu	h www.aguera								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10 E 6 KSNV		10/07/12	M M-F 6-7a WakeU	2 n w/\//a/dM	\$450.00 6-7a	0.00 M	- :30	2	\$700,001	0.00 NM	2	\$1,400.00
L O NOIW	10/01/1	12 10/01/12	M-F 6-7a WakeU		5,4	••	,,,,	_	\$100,001	0,00 11111	_	Ψ1,100.00
WAGN		End Data	Wookdove	Spota Mook	Pato	Rating						
<u>ی.</u> Week: 10	<u>art Date</u>)/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> M	Spots/Week 2		0.00						
E 7 KSNV	09/25/1	2 09/28/12	Today Show	СМ	658a-9am	-TWTF	- :30	6	\$850.001	0.00 NM	6	\$5,100.00
TODA	Y SHOW		Today Show									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09		09/30/12	-TWTF	6		. 0.00			0000.004	0.00.101		44.000.00
⊨ 8 KSNV	10/01/1	12 10/01/12	Today Show Today Show	СМ	658a-9am	M	- :30	2	\$900.001	0.00 NM	2	\$1,800.00
	Y SHOW		·									
<u>St</u> Week: 10	art <u>Date</u> 0/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> M	Spots/Week 2		<u>Rating</u> 0.00						
			M-F Today Show	·	9-10a	-TWTF-	- :30	3	\$350,001	0.00 NM	3	\$1,050.00
			M-F Today Show									
	Y SHOW art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	9/24/12	09/30/12	-TWTF	3	\$350,00	0.00						
E12 KSNV	09/25/1	12 09/28/12		СМ	12-1230pm	-TWTF-	- :30	3	\$425.001	0.00 NM	3	\$1,275.00
NEWS			Noon News									

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Order / Rev:

106970

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06855644

Product Desc: BERKLEY FOR SENATE

KSNV

Flight Dates:

09/25/12 - 10/01/12

Estimate:

30\$

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E12 KSNV	09/25/1	2 09/28/12	Noon News Noon News	CM	12-1230pm	-TWTF	- :30	3	\$425.001	0.00 NM	3	\$1,275.00
NEWS												
<u>Sta</u> Week: 09/	<u>rt Date</u> 24/12	End Date 09/30/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$425.00	Rating 0.00						
	Date Ra	<u>nge D</u> 2-09/30/12 N	escription		:/End Time 230pm		<u>Weekdays</u> -TWThF	<u>Len</u>	gth Rate :30 (\$425.00)	Rtg Type		
See	e MG 12.	5							(4 /20.00)	0,00 7,,,,		
-		LABLE RAT 2-09/28/12 N	E] NOT AVAILABL oon News		230pm		ThF	_	:30 \$425.00	0.00 NM		
~	for 12.1	09/26 ite to Reinsta	atel									
E 13 KSNV	-			CM	12-1230pm	M	:30	1	\$425.001	0.00 NM	1	\$425.00
NEWS			Noon News									
<u>Sta</u> Week: 10/	rt Date	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$425.00	Rating 0.00						
E 21 KSNV			Dr. Phil	CM	3-4p	-TWTF-	- :30	8	\$225.003	0.00 NM	4	\$900.00
DR. PH	IL		Dr Phil									
<u>Sta</u> Week: 09/	rt Date	End Date 09/30/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$225.00	Rating 0.00						
			News 3 Live in Pr		7-10pm		3 :30	2	\$900.002	0.00 NM	2	\$1,800.00
NEWS			News 3 in Prime									
<u>Sta</u>	rt Date	End Date	<u>Weekdaγs</u> S	Spots/Week	Rate	Rating						
Week: 09/ E 23 KSNV		09/30/12 2 09/28/12	NEWS 3 at 4 (1	2 HOUR)CM	\$900.00 4-5pm	0.00 TWTF	- :30	4	\$225.003	0.00 NM	2	\$450.00
NEWS			4PM NEWS (1 h	our)	(4:00 PM-4:3	OPM)						
<u>Sta</u> Week: 09/	rt Date	End Date 09/30/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$225.00	Rating 0.00						
			NEWS 3 at 4 (1		4-5pm	-TWTF-	- :30	4	\$700.001	0.00 NM	4	\$2,800.00
NEWS			4PM NEWS (1 h	our)	(4:30 PM-5:0	0 PM)						
	rt Date	End Date	<u>Weekdays</u> TWTF	Spots/Week	Rate	Rating						
Week: 09/ E 25 KSNV		09/30/12 2 10/01/12	NEWS 3 at 4 (1		\$700.00 4-5pm	0.00 M	- :30	1	\$725.001	0.00 NIM	1	\$725.00
NEWS			4PM NEWS (1 h	our)								
Sta	rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
Week: 10/ E 26 KSNV		10/07/12 2 09/28/12	M-F Early News	СМ	\$725.00 5-630p	0.00 -TWTF-	- :30	5	\$1,000.001	0,00 NM	5	\$5,000.00
NEWS			M-F Early News									
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u> -TWTF	Spots/Week	Rate	Rating						
Week; 09/ E 28 KSNV		09/30/12 2 10/01/12	M-F Early News	CM	\$1,000.00 5-630p	0,00 M	- :30	1	\$1,200.001	0.00 NM	1	\$1,200.00
NEWS			M-F Early News									
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
Week: 10/ E30 KSNV		10/07/12 2 09/28/12	FacetoFace/Rals		\$1,200.00 730-758pm	0.00 -TWTF-	- ;30	3	\$800.001	0,00 NM	2	\$1,600.00
	TO FACE		Face to Face w/		•							
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week; 09/	/24/12	09/30/12	-T WTF	3	\$800.00	0.00					l	

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KSNV

Order / Rev:

106970

Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06855644

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

09/25/12 - 10/01/12

Estimate:

30S

l- Ob Ot-4 F-4	lavoratoro Ocido — Danalo	04				D/ T	0 1	
Ln Ch Start End E 30 KSNV 09/25/12 09/28/12	Inventory Code Break FacetoFace/Ralston Rep M	Start/End Ti 730-758pm	me Days -TWTF	Len Spo · :30	ots Rate Pri 3 \$800.001	Rtg Type 0.00 NM	Spots 2	Amount \$1,600.00
FACE TO FACE	Face to Face w/ J.Ralston	"			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			,
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 09/24/12 09/30/12 Spot Ch Date Range [-TWTF 3 Description Start	\$800.00 l/End Time	0.00	Weekdays	Length Rate	Rtg Type		
1 KSNV 09/24/12-09/30/12	FacetoFace/Ralston Report 730-			-TWThF				
Unresolved	Tanata Fasa /Dalatan Banart 720	750000		murl-r	-90 /#000 001	0.00 044		
See MG 30.4	FacetoFace/Ralston Report 730- TE] NOT AVAILABLE RATE	лории		-TWThF	- :30 (\$800,00)	0.00 NM		
"	FacetoFace/Ralston Report 730-	758pm		Th	- :30 \$800.00	0.00 NM		
MG for 30.2 09/26 [Revised Rate to Reins	tate1							
E31 KSNV 10/01/12 10/01/12	•	730-758pm	M	· ;30	1 \$900.001	0.00 NM	1	\$900.00
FACE TO FACE	Face to Face w/ J.Ralston							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/01/12 10/07/12	M 1	\$900,00	0.00	-20	4 000000	0.00 104		****
E 32 KSNV 09/29/12 09/29/12 VEGAS	Vegas Inc. CM Vegas Inc.	6:30-8pm	S-	- :30	1 \$225.002	0.00 NM	1	\$225.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12 E 33 KSNV 09/25/12 09/28/12		\$225.00 630-730pm	0.00 -TWTF	- :30	3 \$1,000.001	0.00 NM	2	\$2,000.00
JEOPARDY/WHEEL	M-F Jeopardy/Wheel of Fortun	9			. ,			
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12 Spot Ch Date Range I		\$1,000.00 t/End_Time	0.00	Weekdays	Length Rate	Rtg Type		
1 KSNV 09/24/12-09/30/12		730pm		-TWThF				
Unresolved	TE] NOT AVAILABLE RATE							
E 35 KSNV 09/29/12 09/29/12	Weekend Jeopardy/WheeM	630-730pm	S-	- :30	1 \$500.001	0.00 NM	1	\$500.00
JEOPARDY/WHEEL	WKND Jeop/Wheel							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12 E 41 KSNV 09/25/12 09/28/12	The Tonight Show CM	\$500.00 1135p-1237a	0.00 -TWTF	:30	3 \$425.001	0.00 NM	3	\$1,275.00
	Tonight Show				* *******			Ψ.,Ξ
TONIGHT SHOW Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	-TWTF 3	\$425.00	0.00					
E 42 KSNV 10/01/12 10/01/12	The Tonight Show CM Tonight Show	1135p-1237a	M	- :30	1 \$500.001	0.00 NM	1	\$500.00
TONIGHT SHOW Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12	M 1	\$500.00	0.00					
E 43 KSNV 09/25/12 09/28/12	M-F News 3 at Eleven CM M-F News 3 at Eleven	11 pm-1135pr	n -TWTF	· :30	3 \$1,100.001	0.00 NM	3	\$3,300.00
NEWS <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	• • • • • • • • • • • • • • • • • • • •	\$1,100.00	0.00					
E44 KSNV 10/01/12 10/01/12	M-F News 3 at Eleven CM	11 pm-1135pr	n M	- :30	1 \$1,200.001	0.00 NM	1	\$1,200.00
E 44 KSNV 10/01/12 10/01/12 NEWS		, ,	m M⊶	- ;30	1 \$1,200.001	0.00 NM	1	\$1,200.00
NEWS <u>Start Date</u> <u>End Date</u>	M-F News 3 at Eleven CM	<u>Rate</u>	Rating	- :30	1 \$1,200.001	0.00 NM	1	\$1,200.00
NEWS	M-F News 3 at Eleven CM M-F News 3 at Eleven Weekdays Spots/Week M 1	, ,	Rating 0.00		1 \$1,200.001 2 \$1,100.001	0.00 NM	1	\$1,200.00 \$1,100.00
NEWS <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	M-F News 3 at Eleven CM M-F News 3 at Eleven Weekdays Spots/Week M 1	<u>Rate</u> \$1,200.00	Rating 0.00				1	

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KSNV

Totals

70

\$43,500.00

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Order / Rev:

106970

09/25/12 - 10/01/12

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06855644

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 45 KSNV 09/29/12 09/30/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----SS :30 2 \$1,100.001 0.00 NM \$1,100.00 Sa-Su News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate ----SS Week: 09/24/12 09/30/12 2 \$1,100.00 0.00 Spot Ch Date Range Description Rate Rtg Type Start/End Time **Weekdays** <u>Length</u> 2 KSNV 09/24/12-09/30/12 Sa-Su News 3 at Eleven 11pm-1135pm ----SaSu :30(\$1,100.00) 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE E 46 KSNV 09/30/12 09/30/12 News 3 Sunrise - SUND&M 6a-7a ----S :30 \$325,001 0.00 NM \$325.00 1 News 3 Sunrise SUNDAY **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 ----S \$325.00 0.00 E 47 KSNV 09/30/12 09/30/12 Sunday Today ----S CM 7a-8am :30 \$625.001 0.00 NM 1 \$625.00 Sunday Today **SUN TODAY** Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating Week; 09/24/12 09/30/12 ----S \$625,00 0.00